

ABSTRACT

REINA SALSABILA PUTRI-15819409

MARKETING COMMUNICATION STRATEGY OF PT MAJU BERSAMA TRUSSCO IN INCREASING THE NUMBER OF CONSUMERS

Keywords: Communication, Marketing Communication Strategy, IMC, Consumers, PT Maju Bersama Trussco

(xi + 55 + 17 – A)

This study aims to analyze the marketing communication strategies implemented by PT Maju Bersama Trussco to increase the number of consumers. The research method used is a descriptive qualitative method, with data collected through interviews, observations, and documentation. The theory applied is Integrated Marketing Communication. PT Maju Bersama Trussco employs various marketing communication strategies, including advertising through websites and brochures, sales promotions through participation in exhibitions, direct marketing via telemarketing and WhatsApp messages, as well as public relations by establishing partnerships with hardware stores. These strategies have proven effective in increasing the company's consumer base and sales, although challenges remain in optimizing each strategy. These findings provide insights for the company to strengthen its marketing strategies to achieve sustainable growth in the construction industry.

Bibliography: (2008 – 2023)